

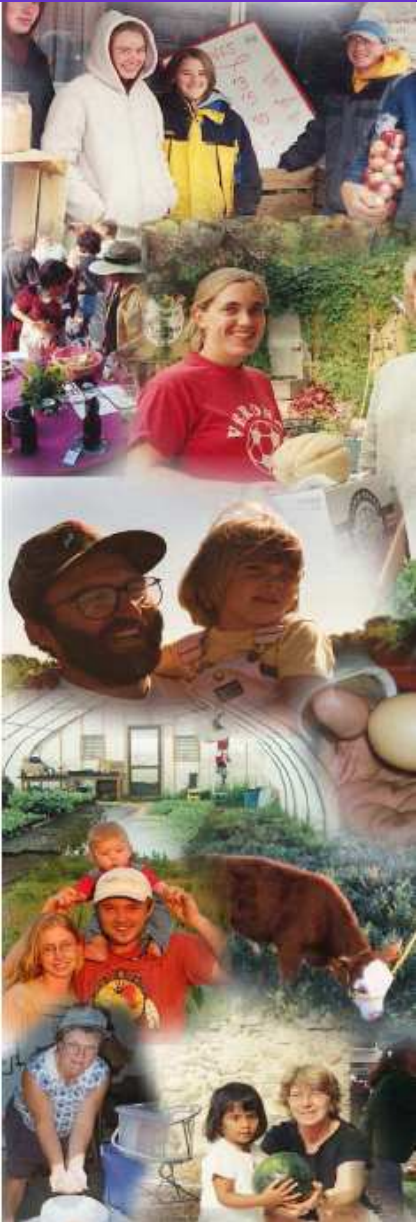
# The Home Grown Economy: foods from local farms as an Economic Development Tool

**Conference sponsored by  
Congressman Collin Peterson**

Monday, April 2, 2007  
University of Minnesota, Morris

In conjunction with University of Minnesota including:  
*Minnesota Institute of Sustainable Agriculture (MISA)*  
*Northwest Regional Sustainable Development Partnership*  
*University of Minnesota, Morris*  
*University of Minnesota Extension Service*  
*West Central Regional Sustainable Development Partnership*  
*West Central Research & Outreach Center*

UNIVERSITY OF MINNESOTA





## Program Schedule

**8:00—9:00 a.m. Registration**

**9:00—9:30 a.m.**

Welcome & Introductions—Michael Sparby, Project Development Director, AURI; Chancellor Jacqueline Johnson, University of Minnesota, Morris and Congressman Collin Peterson, Chair U.S. House Agriculture Committee

**9:30—10:15 a.m.**

Economic Realities of the Region—Ken Meter, MPA, Crossroads Resource Center

**10:15—10:30 a.m. Break**

**10:30—11:15 a.m.**

Woodbury County Experience—Organic Agriculture as Economic Development—Robert Marqusee, Director, Rural Economic Development for Woodbury County, Iowa

**11:15—11:45 a.m.**

Community Supported Agriculture—Farm to Consumer Business Model

- Carol Ford, Owner, Garden Goddess Produce
- Ruth Ann Karty, Counsel, Southwest Small Business Development Center
- Dorothy Rosemeier, Executive Director, West Central Regional Sustainable Development Partnership (Moderator)

**11:45—12:45 p.m. Locally Grown Foods Lunch and Exhibits Open**

**12:45—1:15 p.m.**

New Value Chain Panel—Keeping Value Added Dollars Local

- Dan Struxness, Co-owner, Double D Natural Meats
- Todd Churchill, Owner, Thousand Hills Cattle Company
- Jessi Gurr, Manager, Pomme de Terre Foods Coop
- Terry VanDerPol, Program Organizer, Land Stewardship Project (Moderator)

**1:15—1:45 p.m.**

Consumer Attitudes towards Local Foods—Robert P. King, Professor and Department Head of Applied Economics, University of Minnesota

**1:45—2:00 p.m. Break**

**2:00—2:45 p.m.**

Institutional and Retail Demand Creates Rural Opportunities

- Jim Ennis, Midwest Food Alliance
- Don Kulick, District Manager, Sodexo Campus Services
- Jim VanDerPol, Pastures A Plenty Farm & Company
- Sandy Olson-Loy, Vice Chancellor for Student Affairs, University of Minnesota, Morris (Moderator)

**2:45—3:30 p.m.**

Market Opportunities for Agriculture of the Middle—Frederick L. Kirschenmann, Leopold Center for Sustainable Agriculture

**3:30—4:30 p.m. Exhibits Remain Open and Refreshments Served**





## About the Keynote Speakers' Presentations



### **Ken Meter, MPA, President of Crossroads Resource Center**

Growing homegrown economies in rural Minnesota requires a solid grasp of current economic realities. It's impossible to successfully develop a locale without knowing how its economy currently works, and it is difficult for a community to attract investors without solid data. West Central and Northwest Minnesota have been national pioneers in adopting local economic analysis as a tool for homegrown development. The finding from these studies, performed by Ken Meter of Crossroads Resource Center, shows the region has more assets than is commonly believed, but also highlight some of the key challenges ahead.

### **Robert Marqusee, Director of Rural Economic Development for Woodbury County, Iowa**

Woodbury County, Iowa, has taken significant; precedent-setting steps to make local, organic food produced on family farms a key component of its rural economic development program. In June 2005, the Board of Supervisors passed a first-in-the-nation policy that provides a property tax break to landowners who convert farmland to certified organic production. In January 2006 the Board followed up by passing another breakthrough policy – when the county buys food it must be organically produced and processed within a 100-mile radius of the courthouse in Sioux City. Marqusee will talk about his enthusiasm for these programs and why they provide an opportunity to revitalize his region's rural economy.

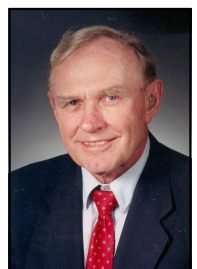


### **Robert P. King, Professor and Department Head of Applied Economics, University of Minnesota**

When asked if they prefer to buy local foods, food shoppers almost always answer, "Yes." But what are their reasons for preferring local foods and how do they define "local"? This presentation will summarize findings on attitudes toward local foods from a survey of 500 food shoppers in Twin-Cities metro area supermarkets, natural food stores, and farmers' markets. These findings can help producers and food retailers more effectively market locally produced foods.

## Beginning List of Exhibitors

- AURI (Agriculture Utilization Research Institute)
- Sustainable Farming Association of Minnesota
- SBDCs (Small Business Development Centers)
- Land Stewardship Project
- Minnesota Grown
- Minnesota Department of Agriculture
- Renewing the Countryside
- U.S. Small Business Administration
- Minnesota Department of Employment and Economic Development (DEED)
- West Central Initiative Fund
- Southwest Minnesota Initiative Foundation
- Northwest Minnesota Initiative Foundation
- Upper Minnesota Valley Regional Development Commission
- Mid-Minnesota Regional Development Commission
- University of Minnesota
- And more!



### **Fred Kirschenmann, Philosopher, Leopold Center for Sustainable Agriculture, Iowa State University**

Markets in the food industry have been changing dramatically in recent years. Direct markets in the form of Farmers Markets, CSA's, internet sales and other arrangements have grown dramatically. Organic sales have continued to grow at the rate of 20% a year for over ten years. And supermarkets have featured "store within a store" sections that feature highly differentiated food products. But perhaps the biggest demand for highly differentiated food products has emerged in

the food service sector---restaurants, health care institutions and school systems. This growing market presents an opportunity for the farmers who fall between these direct markets and the mass production commodity markets. These new markets provide unique opportunities for mid-sized, independent family farms since they have all of the qualities that these markets desire. We will explore what we need to do to help farmers transition to these new markets and how to insure that they receive a fair share of the value obtained through these new markets.

Welcome!

As your Representative in Congress, one of my top priorities is to help develop economic opportunities for citizens in our rural agricultural economy. One of the most promising current developments is the growing interest in local food supply chains.



Businesses and consumers throughout the nation are showing increasing interest in locally grown, fresh, healthy food and that is creating new opportunities for farmers and rural communities. Localized supply chains, or new value chains can provide opportunities for profit for farmers and other rural entrepreneurs and main street businesses who want to participate in processing and distribution of food from the farm field to the local dinner plate. These value chains can be short, consisting only of a direct relationship between the farmer and the end user or they can be longer chains that include local processing and distribution functions to meet the needs of larger retail and institutional customers.

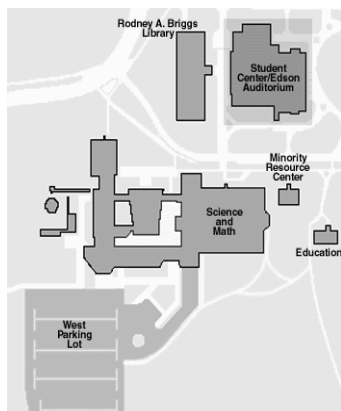
My goal in sponsoring this conference is to provide my constituents with an opportunity to learn about and explore how these new value chains can become an economic development engine for farmers, rural communities and development organizations and how we can all work together to satisfy market demands.

I hope you will join us and I know you'll have a pleasant, educational and productive day!

Sincerely,

  
M.C.

Collin C. Peterson, Member of Congress



**Conference Location:** University of Minnesota, Morris Campus Student Center

**Parking:** Park in West Parking Lot on campus, 2nd Street

For directions to Morris and campus, go to: [www.morris.umn.edu/visitor](http://www.morris.umn.edu/visitor)

**Hotel Reservations**—Conference rate at Prairie Inn in Morris, \$51.30 for one, \$56.70 for two, call 800-535-3035 and indicate Congressman Peterson's conference.

**Conference registration fee payable to:**

University of Minnesota

- By March 26, 2007: **\$35**
- Student Rate: **\$10**

Fill out form (below) and mail to:  
**West Central Research & Outreach Center**  
**46352 State Hwy 329**  
**Morris, MN 56267** Att: Julie Larson

OR register and pay online by 3/26/07 at:  
[www.regionalpartnerships.umn.edu](http://www.regionalpartnerships.umn.edu)

For weather concerns on day of conference. call 218-847-5056

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